

WCA SOCIAL ENTERPRISE



American Architectural Salvage

CREATING BENEFITS THROUGH BUILDING
MATERIALS REUSE AND RECYCLING

Westmoreland Community Action

Mission:

Westmoreland Community Action
strengthens communities and families to
eliminate poverty.

Westmoreland Community Action

Agency Growth

- 1990 - 5 Programs, 60 staff, \$1.2 Million
Annual Budget, 1,000 consumers
- 2016 - 26 Programs, 200 staff, \$15 Million
Annual Budget, 12,000 consumers

Westmoreland Community Action

Poverty Statistics 2011-2015

Westmoreland County

Population	361,251
Poverty Rate	10.4%
Families	6.9%
Single Mothers	36.6%
Unemployment	5.4%

Social Enterprise

WHS, Inc. and Greensburg Construction

Mission:

To lease to non-profits at a lesser rate while making donations to low-income programs.

Social Enterprise

- Purchases 1st building – 24,000 sq. ft.
 - 1995
- Lease to two non-Profits
- 2016 – Own 7 office buildings, apartment building and Parking lot
 - 100,000 sq. ft.
 - 6 are paid off
 - \$5 million in assets
- Purchased Greensburg Construction in 2004
 - \$800,000 in annual revenue
 - Made profit last 8 years

Social Enterprise

WCA – Social Enterprise Research

- ◉ Job Creation/Training
 - ◉ Tax Paying Entity
 - ◉ Good Community Partner
 - ◉ Quality Service/Business
-
- ◉ Restaurant
 - ◉ Catering
 - ◉ Lawn Service

Social Enterprise

What Does WCA Do Best?

- Community and Economic Development



Social Enterprise

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Social Enterprise

What Does WCA Do Best?

- Community and Economic Development



Social Enterprise

Missed Opportunities

One example: S. 6th Street, Jeannette



Shop Demo Depot

Shop Demo Depot is a nonprofit organization created to help reduce waste of natural resources through the re-use of building materials.

Acting as a clearing house for donated and salvaged materials, we convert the items into charitable dollars used to support the three Community Action Agencies involved.

Shop Demo Depot

- Formation of Shop Demo Depot
- Clearinghouse for donated and salvaged materials
- Converted items to charitable dollars



Shop Demo Depot

Facility
6 Acres



American Architectural Salvage



American Architectural Salvage

Mission:

To reduce landfill waste and to promote the resell and reuse of goods while financially supporting Community Action initiatives that help those in need.



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Community Mission

- Hire people from the community
- Purchase from the community
- Taxpaying entity
- Self-sustaining by the 5th year

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Start – Up

- ◉ Pooling resources -- \$330,000
- ◉ Development experience
- ◉ Construction relationships
- ◉ Business contacts
- ◉ Temporary location (2)
- ◉ Hire key staff
- ◉ Build clients/donations

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Partnerships/Collaborations – Donations of Funds or Goods:

\$330,000

ARRA

Pittsburgh Partnership for Neighborhood Development(PPND)

PNC Charitable Trust

DCED

PNC Bank

First national Bank

S & T Bank

Standard Bank

Mellon Foundation

Eden Hall Foundation

McCune Foundation

Dept. of Health and Human Services, OCS

Standard Charitable Foundation

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Facility



American Architectural Salvage

Marketing and PR

● Marketing Team

- Website (www.AmericanArchitecturalSalvage.com)
(.net, .org)
- Signage
- Radio
- E-mail Blasts
- Constant Contact
- Facebook
- Fundraiser – Bambrewzle
- Comcast TV Ads



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Building Goods Donations

- ◉ General (Public, Craig's List)
- ◉ Business (Wal-Mart, Lowe's, Home Depot)
- ◉ Construction Companies
- ◉ Private Contractors
- ◉ Demolition Companies
- ◉ Trade Specific Manufacturers
 - For example, Kitchen and Bath

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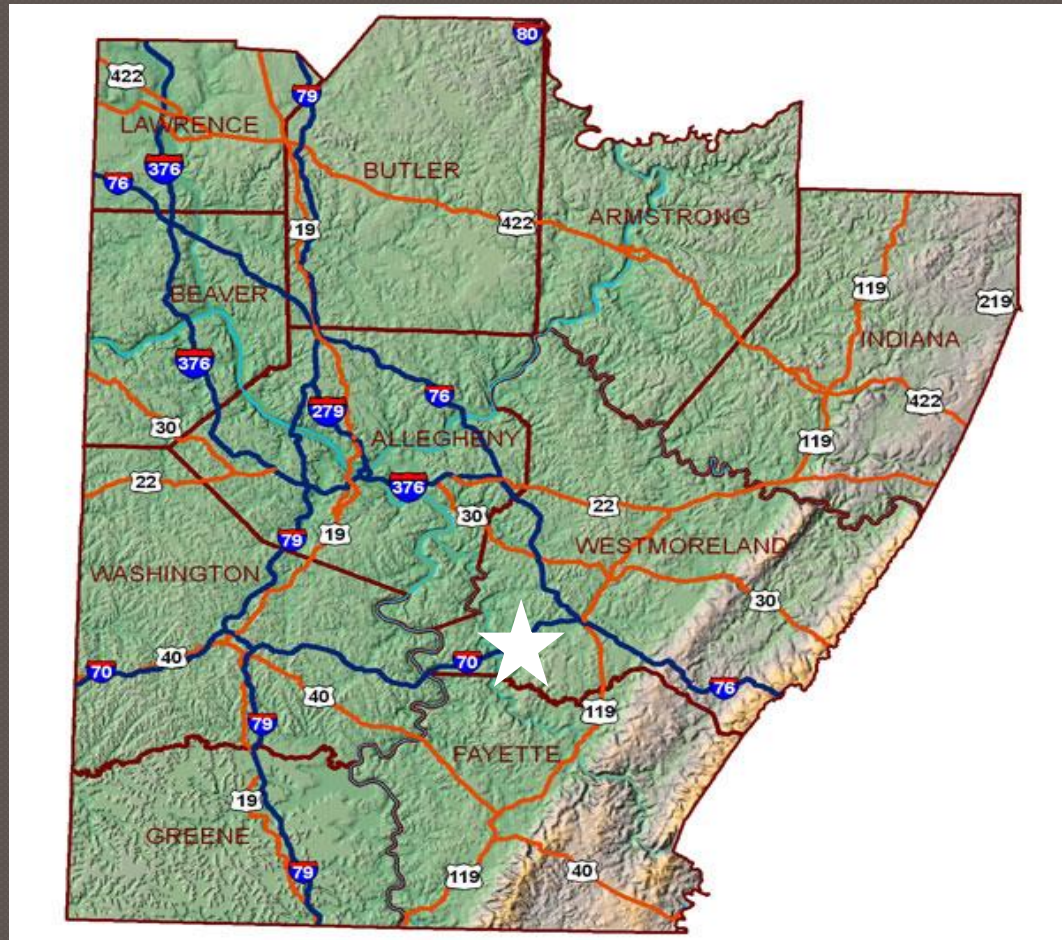
Location

- Temporary/Permanent – Greensburg, Smithton
- Smithton, PA
 - 15% Poverty
 - 22% Children in Poverty
- Jones Brewery
 - Shirley Jones – Partridge Family



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Cook's Lumber Site



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Phase II

- ◉ Deconstruction – Inventory source for Shop Demo Depot
- ◉ Staff/Training
- ◉ Partner with Demolition Contractors & Communities and County
- ◉ Penn Dot
- ◉ Recycling Location – Electronics
- ◉ Other Recycling Opportunities

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Staff Breakdown – Over 3 Years

1 Retail Manager	9 Deconstruction Workers
1 Asst. Retail Manager	3 Shipping and Receiving
1 Deconstruction Manager	2 Cashiers
1 Asst. Decon. Manager	1 Administrative Assistant
5 Warehouse Workers	
1 Marketing Specialist	
2 Maintenance Workers	

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Off Shoot Businesses

- ◉ Furniture Refinishing
- ◉ Furniture Repair and Repurposing
- ◉ Expansion of Recycling
- ◉ Demolition



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Contracts

- ◉ Planning Departments (Contracts)
- ◉ Demolition Contractors
- ◉ City Redevelopment Authorities



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Partnerships

- City & County Trail (Great Allegheny Passage)
- Every Community/WCA Reputation
- Chamber/AAS
- Sony
- Banks (\$ & Furniture)
- Black Dog Salvage (DIY Network)
- Community Arts and Reintegration Project (CARP)



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Rehab Projects

- Installation of T-5 High bay lighting in Buildings 1, 2, and 4
- Repairs to the foundation, floors and walls in Building 2
- Installation of a new metal roofing on Building 2
- Renovations to interior of Building 4
- Installation of new heating and A/C equipment
- Installation of 25 DayStar skylights
- Installation of 8 large ceiling fans
- New fence around property

Rehab projects were funded by grants from the Hillman Family Foundations, the Richard King Mellon Foundation, and the McCune Foundation.

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Future Funding

- ◉ Foundations
- ◉ Tax Credit (NAP Banks)
- ◉ Discretionary Monies
- ◉ Workforce Investment Dollars

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Ultimate Goals

- Be in the black – 5th Year
- Generate Funds – (Staff, Business, WCA)
- Employ Most Needy
- Capture Consistent Purchasing Audience
- Expand Hours of Operation
- Franchising

Training

- Re-use People of America (Velvet Crow Bar)
- Inventory Management
- Public Speakers/Soft Skills
- Interviewing skills
- Resume building

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Difficulties

- ◉ Not Enough Staff
- ◉ Growing Pains (Finances/Location)
- ◉ Not Marketed Appropriately
- ◉ Different Backgrounds of Staff
- ◉ Turnover (Training/Consistent)
- ◉ Donations
- ◉ Average Daily Revenue
- ◉ Demolition Contractors

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Successes

- ◉ Opening Store/Develop Plan
- ◉ Using Our Strengths – WCA & Partnerships
-Economic Development
- ◉ Receiving National Award Before Opening
- ◉ Location
- ◉ Purchasing Facility
- ◉ Supportive Funding



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Play video testimonials here

Thank You

Westmoreland Community
Action

www.westmorelandca.org

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